

The ROYAL

STANDARD

VOLUME EIGHT

NUMBER SEVEN



JULY, 1923

"IT CAN—AND WILL BE DONE"

Now Is the Time to Put Every
Ounce of Energy Into
Selling

By W. C. Lavat, Sales Manager

"It Can be Done and It Will be Done" is the slogan set for this organization. If the pace set is too fast and you cannot catch up, then you will have to step aside and make room for men who realize the potential possibilities of the selling organization of this Company. If you managers and salesmen are not awake to the wonderful possibilities which exist today in the Royal Typewriter Company, if you fail to appreciate the wonderful machine that has been placed in your hands, if you fail to be honest with yourselves in the matter of a day's work, if you fail to apply intelligent application or lack determination of purpose, then there is no place in this organization for you.

No expense has been spared in the manufacture of the Royal Typewriter to produce the finest typewriting machine in the world today; and if there is any doubt in your mind that it is not the finest and best, you are not honest with yourself until you prove it to be so, and unless you can do so, you will not be a success in keeping with the product you represent.

Now is the time to put every ounce of energy into your work, concentrate on your territory and, by intelligent and determined presentation, secure the rewards in keeping with your ability. Only wide awake, energetic salesmen are wanted in this organization. We are not going to carry any dead timber.

Only by applying the message above and carrying it into your work will you reach the success which all men are looking forward to.

MONTH OF JUNE FINISHES STRONG

Three Smaller Offices Lead
Entire Organization

The reports which were coming in during the early part of last month had us a little bit worried here at headquarters. Some of the branches did not seem to be maintaining the pace which they had set for themselves in the previous months. As the month drew to a close, however, things began to look better, and when the smoke cleared away after it was all over, a characteristic "Royal Finish" had set a new June record.

Perhaps the most encouraging retrospect which we can gather from June business is the ad-

mirable way in which many of the smaller offices showed up.

Akron, Harrisburg and Johnstown topped the entire list of offices. Many other small offices are up toward the head of the list. It is a good sign in the typewriter business when the little fellows begin to take the lead, and shows that everybody is up on his

toes, taking advantage of every opportunity.

Six New M.A.D. Members

We can point with pride to six new Machine-A-Day Club members this month in the branch organization, and a good number of repeats. The Club is

continuing the enthusiasm which its re-inauguration aroused.

It is a signal honor to belong to the Machine-A-Day Club, and still more, to be a continual repeater. Make up your mind now to join in July, or if you are already a member, to repeat. We want to make this a big M.A.D. month.

FAST PACE NEEDED TO CONTINUE RECORD

First Six Months of 1923 Best in
History of Domestic
Business

The first half year is over. It has been the most successful period in the history of our domestic sales organization. There has not been a record which was not beaten in the remarkable half year just passed. Each month has been many machines over the corresponding month of 1922, and almost every month has exceeded all previous business for a like month.

The attainment of this record was only possible through every man in the organization doing his best, and every office pulling its share of the load, and then a little more to offset any losses along the line. Hard, constructive work, coupled up in timely measure with the good, sound, business prosperity the country is enjoying, has enabled this real sales organization of ours to do a job it can well be proud of.

But we are not going to rest on our oars after this achievement, splendid as it is. We are not going to emulate our little friend, Jack Horner, who, after excavating his pie and discovering the luscious piece of fruit it contained, stuck out his chest and told the whole world what a fine boy he was (which, by the way, is the last we heard of him).

The last and big half of the year is still ahead of us. There are plenty more records to break—records that looked real big when we made them, and still look big. We've just simply got to keep up the pace we have set ourselves the first half of the year, if we're going to market all the Royals the factory is making for us. The factory can only base its figures for future requirements upon what has been done in the past, and you sure have given them a hot pace to follow.

Go right out in July and get a good start. A real punch at the beginning of a battle goes a long way. It's not nearly so hard to keep going after you've got a good start. Make July another record month, and begin the last half of the year in a way that will compare favorably with what you have already done.

If you have been one of the men who have helped make the records in the half year just past, all the more power to you. You have shown what you can do, and we are depending upon you more than ever. Your chance is now to show that you too can hold the pace. Set your mark high this month. Make July a record month.



BECAUSE the Royal Typewriter is built as scientifically correct as the finest watch, it enables stenographers to do easily more and better typing with each day's supply of nervous energy.

ROYAL TYPEWRITER COMPANY, Inc.

Royal Typewriter Building
364-366 Broadway, New York

Branches and Agencies the World Over

"Compare
the Work"
ROYAL
Trade Mark
TYPEWRITERS

The Advertisement Above to Appear in September Issue Hearst's International Magazine

BENJAMIN FRANKLIN— SALESMAN

By Robert D. Yates, Salesman,
Metropolitan Department

The memory of Benjamin Franklin is preserved for a greater variety of reasons than that of any other American. Today his statue at the end of Park Row commemorates his achievements as a journalist. In a great many libraries his bust or a bas relief does honor to his memory as our first librarian. Countless scientific societies honor him as the father of American Science. He was a great statesman. A great writer, a humorist, one of the leaders of the Revolution and probably the greatest and most successful ambassador that this or any other country ever possessed.

The one line, however, in which all these abilities distinguished him, the title that best describes him is, salesman. Benjamin Franklin was the greatest salesman the world has ever known. From the time, when at the age of ten, he was sent on the streets of Boston, by his brother, to sell printed copies of some poems that he, Benjamin, had written, to the day of his death he was first and last a salesman. His greatest sale was the selling of the idea of a United States to the King of France, at a time when the future of the colonies looked rather less bright than that of Russia does at the present time.

In his autobiography, left for the guidance of his son, he has outlined some of his rules for argument. Of these the following is a selection.

He says: "I made it a rule to forbear all direct contradiction to the sentiment of others, and all positive assertion of my own. I even forbade myself the use of every word or expression in the language that imported a fixed opinion, such as 'certainly, undoubtedly,' etc., and I adopted in place of them, 'I conceive, I apprehend,' or 'I imagine' a thing to be so or so, or 'it so appears to me at present.'

"When another asserted something that I thought an error, I denied myself the pleasure of contradicting him abruptly and of showing immediately some absurdity in his position; and in answering I began by observing that in certain cases or circumstances his opinion would be right, but in the present case there appeared or seemed to me some difference, etc. I soon found the advantage of this change of manner; the conversations I engaged in went on more pleasantly. The modest way in which I proposed my opinions procured them a readier reception and less contradiction; I had less mortification when I was found to be in the wrong, and I more easily prevailed with others to give up their mistakes and join with me when I happened to be right."

Franklin's Autobiography is, rightly considered, one of the greatest inspirational books in any language and a study of it cannot fail to benefit any salesman.

"No man can ever do anything of any great value in life if he doesn't have the reputation of being a man of honor and integrity."—Charles M. Schwab.

"The way to get to the top is to begin by being the best man at the bottom."—Irving T. Bush.

"At the basis of all things are three essentials: Integrity, Industry and Intelligence."—Martin W. Littleton.

"The secret of success is constancy of purpose."—Disraeli.

ASK FOR THE ORDER—ALWAYS

The Only Way to Close a Sale—
Don't Trust Entirely to Mind
Reading

By W. A. Metzger,
Sales Promotion Dept.

One of our most successful managers tells this little story. Perhaps you've heard it already, but even if you did, it will bear repeating.

Doe—we'll call him that, since he refuses to employ us as his press agent, and we do no gratis advertising—had been selling Royals in one of the medium sized branches. One day, without reason or notice, his manager decided to make a shift, and the other salesman accompanied him, leaving Doe in sole charge.

Doe, being ambitious, asked for a

instructions. What he wanted were men whom he could mould into his own method of doing business—which was successful—and these two just filled the bill.

Monday afternoon and Tuesday were spent in giving instruction on the machine itself, and its selling points. Wednesday served for a preliminary survey of the territory of each man, and Thursday Doe, fully satisfied in the way both Williams and Marre had taken hold, handed each an order book and a sample machine, and sent them forth, "veni, vidi, vici," so to speak.

Both men had good sized, New England industrial towns to work from, and Doe jumped back to his own territory, confident that the results would come.

Two weeks passed, and eight orders had already come in from Marre, but he could not understand what was the

had been out, he had written up only two order blanks, and both of them to the same party—the only machine he had managed to sell. He was not asking for the order!

Doe knew he could save this man for himself, and after some little talk, managed to persuade Williams to hold on for another week, and try again. Next morning, he went with Williams to his territory, and got out on the prospect list.

Doe let Williams do the selling. He saw that Williams got in very easily, made a good impression, and gave a fine demonstration. But he allowed the customer to put him off. He was perfectly willing to give the prospect time to "think it over", or let him say that he was "not in the market right now", or his old typewriter would "last for a while" and he would be sure to call for him when he was ready to buy.



The Royal Typewriter Is the Finishing Touch to That Office Efficiency Which an Aggressive Business Organization Must Have on Land or Sea. It Fits so Exactly into the High Standard of Organization Aboard the Leviathan That It Was the Only Typewriter Selected for This Great Ship. Royal Typewriter Company, Inc., N. Y. City. Branches and Agencies the World Over.

Reproduced from page in special Leviathan Issue "Marine Review".

chance at the management, and the sales manager, willing to take the chance under the conditions, gave it to him. Doe was now confronted by the task of building up an organization, his office being normally a four-man proposition.

His first two applicants for sales positions came in on Monday morning. Doe always said Monday was his lucky day. Both men looked real good—young men, full of enthusiasm—little experience, but real sales timber. They were just what Doe wanted, and he hired both of them without a minute's hesitation.

He didn't want older men—experienced salesmen who wouldn't follow

matter with Williams. One afternoon, he came back to the office, and there was Williams, looking thoroughly dejected and ready to quit. Doe was in a quandary. Williams had looked even better than Marre. He was a fine, persuasive talker, had a good grasp of the merits of the machine, and had all the earmarks of a real salesman.

Williams flopped his order book on the table, and admitted that he was the worst failure as a salesman that ever lugged a sample. Doe gave one look at the order book, and, like a flash, he saw the reason for the poor success that Williams had met.

In the whole time that Williams

Williams was not a closer. He did not ask for the order. No sooner had Doe found that he was right in his assumption as to Williams' fault, than he set about to correct it. He made it very plain that no one was going to give the order without being asked to do so, because a man has a natural resistance to being sold.

Williams was ready to learn—and from that moment on, Doe did not have to worry. Both Williams and Marre were asking for the orders and getting them. Today Doe has a really large branch, and Williams manages a branch of his own, and has bright prospects for another advancement.

This is not a fable, and I am not

going to cite a moral and say "Amen." The Royal Typewriter salesman should be proud to ask for the order. He is selling the finest typewriter that has ever been made—a typewriter that is even better now than it has ever been before. It is manufactured in the most modern typewriter factory in the world, by skilled workmen who know their business, and from materials that are bought for quality. Seven hundred and fifty thousand Royals have been sold, and have given satisfaction to their purchasers. The Royal is the quality machine. It is established.

The purchase of a typewriter is a very small transaction. It involves only a hundred dollars. Your customer does not want to drag out a purchase of such a small nature over a period of time. If you ask for the order, the chances are all in your favor that you'll get it.

Always ask for the order—all ways.

"Sufficiency"

Burr Mackintosh tells the story of two Irishmen who decided to settle an old score by proving with their fists which was the better man. They made an agreement that if either one of them felt he was licked he could stop the battle by yelling "Sufficiency."

First blood was soon drawn by the larger of the two and the fight progressed in rapid Celtic form. After a long period of ferocious fighting the pyrotechnic pin wheel of arms, legs and heads subsided. The smaller man was plainly getting very much the worst of it. He staggered back and managed to gather enough strength to attempt one more blow. Feeble though it was, it connected with the point of his opponent's jaw and the effort carried him over on top of the bigger man who as he went down cried "Sufficiency."

The smaller man rose weakly to his feet, both eyes closed, a vermillion Niagara spouting from a battered nose. "Begorra," he said: "I've been trying to think of that word for the last tin minutes!"

MORAL: If you don't let a hard prospect know when you're licked, you may get him down on the dotted line.

W. A. Metzger
—EDITOR.

Royal Typewriter Club Formed in Chicago

Chicago Office Salesmen Organize

For some little time it has been the desire of a few of the "old-timers" in the Chicago Office to form a Royal Typewriter Club that would bring the Chicago salesmen into closer touch with one another, and so promote harmony and good fellowship, with the end of selling more Royal Typewriters.

The plan took definite form, and on June 9th, the club was organized. Its membership is limited to Senior and Junior salesmen of the Chicago Office, including, of course, the Manager. At its first meeting, the club elected its officers, who are:

H. P. Sutton, President.
Bert Hamil, Vice-President.
W. R. Pike, Secretary.
H. E. Nuhn, Treasurer.

Each month a business meeting and a luncheon will be held, and in addition, there will be get-togethers and social gatherings that will aid to carry out the general purpose of the club.

A luncheon was held in celebration of Mr. Larsen's first anniversary as Manager of the Chicago Office, and Mr. Sutton, as President of the Club, assured him of the full support of every member of the club, which includes the entire Chicago sales force.

The Fife and Drum Corps

Connected with this great factory of ours, and flying the colors of the Royal Typewriter Company, yet functioning independently, is an organization of which we may all be proud—The Royal Typewriter Fife & Drum Corps.

Organized in November, 1918, with a membership of 28 factory employees, most of whom are members at this date, and few of whom had had any previous experience, they have kept constantly and consistently climbing, until today they are recognized as being one of the leading corps in the East.

The determination of this organization can be seen when it is realized that without financial aid other than a loan, all indebtedness has been wiped out, and quite a sum is now in their treasury.

Instructors were paid by assessing each member \$1.00 per week. Fifes, drums and uniforms to the amount of \$1,175 were paid for in less than two years from money derived from engagements.

Their first public appearance was April 30, 1919, at the Welcome Home Parade in honor of the 102nd Regiment. Since that time, the Corps has been very active, as evidenced by their out of town trips and the number of socials, and dances, many of which have been held at the factory, and all have been well attended.

During the three years of their activity, 35 Field Days of Drum Corps in other cities have been participated in, and 34 prizes have been won in competition, many of which were for excellence of playing. These trips have taken them to cities in Connecticut, Massachusetts, New York and New Jersey, where the finest have been met in competition, with the above results. In addition, they have held three Field Days and 27 socials and dances, with out-of-town corps as guests.

The Corps has at the present time, a membership of 25, with 10 in training to supply material as needed.

To talk with any of the members is to be convinced that the year 1923 will see them the recognized leaders of the State and to hear them play and watch them on parade is only to strengthen that conviction.

Would that all might make the same record of achievement which, by dogged determination and cheerful perseverance, has been made by the Royal Typewriter Fife & Drum Corps. The management is proud of them.

The cups which the Royal Fife & Drum Corps has won were awarded for the following.

- 4—1st for playing.
- 7—2nd for playing.
- 5—3rd for playing.



- 8—1st for appearance.
- 4—2nd for appearance.
- 2—1st for fancy drilling.
- 4—1st for most men in line.

The men in the upper picture front row—left to right: H. Christensen, J. Gordan, E. Peterson, H. Swanson, J. Mills, A. Ahnen, E. Girouard, T. West, N. Angelo, F. Dempsey. Back Row—left to right: G. Sinibiel, F. Maloney, M. Frank, A. Stanley, E. Shieber, F. Rothhammer, R. Dempsey, H. Hientz, G. Welsh, W. Murphy, A. Logan, G. Johnstone, G. Whittaker.

Rail Product of Royal Plant

In the production of the high-grade standard machine, the Royal Typewriter, it necessarily follows that there must be a continual research for the best materials and methods possible on a scientific basis. To the men who are selling our product, it is always helpful for them to know that we go to extreme lengths to secure the durability and wearing quality of metals by a method of hardening that stands as the last word in manufacturing. One of the most scientific developments made in our typewriter plant, is in connection with the upper and lower steel rails. The ultimate desire has been to secure rails, case hardened, which will stand

staff tackled it and for years patiently and successfully worked the problem out. To bring these rails to their high state of perfection, there has been invested thousands of dollars. Automatic machinery and electric controlled ovens have been installed for the manufacture of our bottom and top rails, thus practically eliminating the varying conditions created by the human equation.

A drop forged steel of specified carbon is used for our rails, and these are carbonized in our electric furnaces. The size of each furnace runs about 5 ft. long by 3 ft. wide by 2 ft. high, with insulated walls about 10 inches thick. There is a full automatic control of the heat development. The rails are placed in special alloy pots, and heated at a temperature of 1650 degrees F. A point of interest is, that starting from cold, the furnace requires from five to six hours to bring the temperature up to 1650 degrees. The parts are baked for hours to get the desired penetration of carbon. The heat is controlled automatically within 10 degrees during the length of time the part is being carbonized.

The old method was to carbonize through coal fire furnaces, and it was necessary to handle the coal, clean out the ashes and keep furnaces up in perfect shape. Even though this is carefully done, the temperature varied to such a degree that it was almost impossible to bring out two bakes alike. Moreover, the temperature required could only be guessed at by the operator, and naturally there was a great deal of uncertainty in the product. Today, this condition is eliminated, and it is safe to say that the electric furnace is nearly 100 per cent. perfect.

The amount of work going through our ovens per week equals about 8 to 10 tons, with a total consumption of electricity of about 3,500 kw. hours.

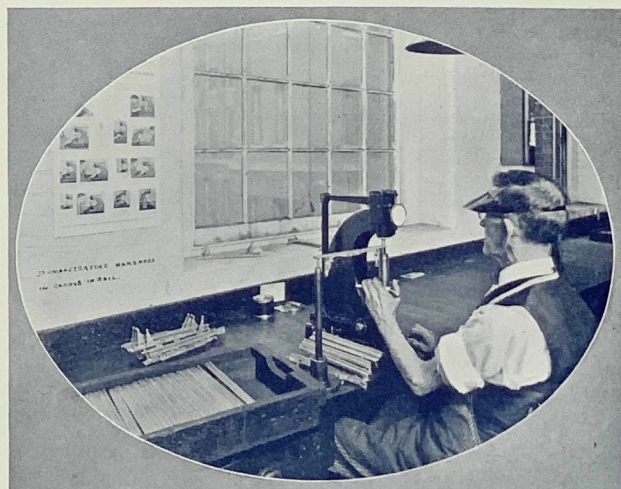
Every rail is tested with a very carefully controlled recording instrument, to determine its hardness. The photo demonstrates the groove in the bottom rail being inspected by means of a ball penetration which is indicated on the dial of this wonderful instrument. This records the thickness of the case hardened part of the rail and assures the inspector that the rail is practically unwearable as far as typewriter work is concerned.

We, therefore, offer to the man who sells our product, a guaranteed article, protected by the most scientific instruments that money can buy, and parts of durability, quality and workmanship to satisfy the most critical user. Confidence of the user is increased, the clientele of the seller is increased, and our product is worthy of the distinction, "the best made."

(Factory news continued on page 4)



Department 18, Hardening and Tempering Department. Electric and Gas Furnaces Used for Case Hardening, Tempering and Annealing, Tool Hardening, Brazing, etc.



Rockwell Hardness Tester. For Testing Hardness of Various Tools, Parts, Springs, Rails, etc.

FOREMEN'S OUTING

The annual outing of the Foremen's Club was held Saturday, June 30th, at Vice President C. B. Cook's summer home in Bolton, Conn. Foremen's wives and lady friends were invited which added color and eclat to the occasion.

Eighty-two left the factory at noon in autos arriving in Bolton about 1:30 where the refreshment committee had prepared a sheep bake with all the fixings.

After eating, games of competition, both of skill and luck were entered into by all and prizes to the winners of each event kept up the interest.

The party broke up before dark everyone voting it a bang-up time.

PRODUCTION

Hot weather has its effects on some, but not on these fellows.

The leaders for June are:

Department 9 Mr. Harrington
Department 25 Mr. Greene
Department 5 Mr. Jacobson
Department 1 Mr. Berg
Department 2 Mr. Snow
Department 18 Mr. Godfrey.

Please take notice that John Harrington is still leading the procession

Mr. E. L. Holcomb, head of the investigation department is one of the most consistent workers in the plant. Never mind what the problem is, E. L. is ready to tackle it.

Mr. J. L. Koster, Asst. Mechanical Superintendent is continually seen watching and checking up mechanical difficulties. John can be depended on to get what he goes after.

J. Godfrey, foreman of the Hardening room is proud of the men in his department. The hot spell registered 110 degrees in his department, and they kept right on with production. "WHEW!" That's real Royal spirit.

NEW YORK SALES
FORCE HOLDS PARTY

Robinson Gives City Boys a Real Good Time

"Anybody that talks business tonight will be given an immediate dip into the exhilarating salt water of the Atlantic Ocean, without the usual preliminaries of removing clothing, etc."

That was the command Admiral Robinson issued to his New York crews before they began appealing old Friend Appetite by means of one of the most delectable and satisfying repasts it has ever been our good fortune to horn in on. Honorable mention to Pepo, the chef.

On the afternoon and evening of Saturday, June 23, Mr. Robinson invited the City Sales Force to Long Beach for a real good time. Most of the boys went down in the afternoon for a swim.

The dinner in the evening at the Hotel Nassau was a real, genuine success. Mr. Robinson's command was well heeded, and, incredible as it may seem, for once typewriter men forgot to talk typewriters. Our line of talent produced some very remarkable vocal efforts before the evening was over, and Cliff Freund and Joe Schwartz certainly qualified for places in the "Follies" chorus.

The boys all went back to work Monday with renewed enthusiasm and pep, and are out for a record in July.

"Produce, produce, produce. Fill some need. Fill it better and at less cost than ever before."
—Henry Ford.

ROYAL SALESMEN
WIN BY WORK

Everything Favors Success—Business Easier to Get Than Decade Ago

By E. G. Dodge
Manager, Baltimore Office



In this business a man's success is not measured so much by what he knows as it is by his capacity and desire for hard work. Experience has taught me that a man with only a fair knowledge of the typewriter business, coupled up with real hard work will accomplish bigger results than the fellow who knows the business from A to Z. One may have wonderful ability, splendid personality and enthusiasm, yet with-

burden. All the salesman is required to do is to secure the order, and after that the company collects the accounts, renders the service on the typewriter, pays all advertising, office expense, and in addition pays the salesman for his small part of the transaction and a very liberal commission. I cannot help but feel sometimes that our men do not fully appreciate the real possibilities that are given them to make big money. Some say the times have changed and men are not willing to work as hard as they did in the old days, but I do not believe this to be true. Big earnings should be sufficient inducement to every man to induce him to work hard and fast.

Seems Like a Dream

It seems more like a dream to me than a reality, when we compare our business of ten years ago with today. Never in the history of the typewriter industry has any company been up against such keen competition as the ROYAL. Our competitors have always been and even now combined against us. In spite of this fact we have

The Doo Dad Fable of Nicholas Nutt and the Giraffe

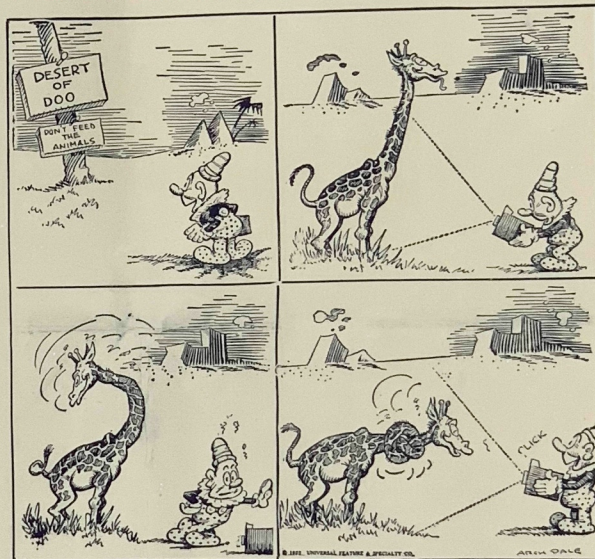
Once upon a time there was a Doo Dad named Nicholas Nutt. Nicholas Nutt was a regular "Go-getter."

Nicholas decided to GO into the Desert of Doo and GET a Picture of a Giraffe. He found a Prospect and pulled his Eastman. He tried it one way and found that the Legs of the Giraffe were too long. He tried it another way and found that the Brains of the Giraffe were too far away from his Feet. It didn't look as if there were any more ways to try.

Nicholas began to Coue. He Coue'd so hard that he Coue'd a knot in the Neck of the Prospect and got an Impression between the Dotted Lines.

NOTE: The neck of the giraffe was as good as new after the knot was untied.

MORAL: Get the Picture.



out the crave for work, this type rarely ever makes a big success.

In our age there have been some wonderful inventions, but no one has ever invented anything that will take the place of real hard work. Anything worth while in this world is worth working hard to attain. We must always realize that we are not paid so much for what we know as for what we do. This especially applies to the typewriter business.

Opportunities Are Real

Never in the history of our organization has our sales force been given such a real opportunity to make money as at present. Our men on the "firing line" represent what we might term in the old days as a "ROYAL dealer." Years ago, however, the dealer received the same commission as our men receive today. Out of this commission was paid freight, office maintenance, expenses, local advertising and all other overhead charges. To make the burden heavier the dealer carried his own accounts, made his own collections and financed his own business. He was compelled to handle his trade-ins and usually suffered a loss on them. He also rendered service to the customer for a year without charge. All of this responsibility rested upon the ROYAL distributor.

Today the situation is similar, but our own company carries the entire

risen to first place in the hearts and confidence of the typewriter buying public. This has been due wholly and entirely to our desire to serve the human element first. Our product has always been kept ahead of the public demand and even today we are ten years ahead of our competitors in point of efficiency and quality of work.

We find that it requires less effort to trade-in foreign machines a year old, than a ROYAL five years old. This proves ROYAL durability. We have often compared the work of numerous years in comparison with the work of an old ROYAL, especially using the stencil and a sheet of carbon. In every instance the ROYAL type is sharper and the work is more perfect. With such a proof as this why in the world should any man buy anything but a ROYAL typewriter.

ENTHUSIASM

Enthusiasm is hard to check. If it has a sporting chance it will win.

In athletics it has been found that the enthusiastic player will win every time over the "doubting Thomas." The fellow who is full of "pep" and "ginger," who believes he will win, will win.

But the bird who thinks he hasn't a ghost of a show might just as well pass up the buttons.

The fellow whose mind staggers, stalls his motor, and that's all there is to it.—Deleo Doings.

STEADY PULL WINS
IN LONG RACE

Little Gains Made Consistently Tell at Finish—Keeping on Job Beats Sprinting

By John M. Lund, Asst. Sales Mgr.



"How'd you enjoy the boat race?"

"Fine," replied the man who saw it. "Great race; Harvard won by three-eighths of an inch!" "Good eye," said the other sarcastically. "You're certainly some

little judge of space. I don't suppose, for instance, that it could have been half an inch, or five-eighths, could it?"

"Don't be any funnier than you have to be, m'boy," said the man who saw it, "until you know what the idea is. As a matter of fact, Harvard

why I say they won by three-eighths of an inch. See?" "I see," replied his friend, thoughtfully.

It is on these narrow margins that races are won; the races of business as well as those of sport. The man who spurts, shoots ahead now and then, and looks like the winner. He has a lot of excitement and it is fun to watch him. The steady, methodical worker who wastes no energy on spurts is not so spectacular, but he piles up that little average three-eighths of an inch margin, just the same, and at the end of the year he is out there in front, an easy, serene, self-confident winner.

Three-eighths of an inch isn't much. A boat's length isn't much. But a winner is a winner, whether by an inch or a mile. And sometimes there is more satisfaction in winning a hard-fought race by the skin of your teeth than leading a lazy procession by a city block.

Three-eighths of an inch! That means, in our business, camping over Sunday night on the firing lines, and not in the more comfortable, more alluring city 50 miles away. It means catching the 7:12 train instead of the 8:42. It means hiking off into the outskirts to see a possible customer instead of sitting in the Homicide House with our feet on the windowsill. It means planning our work ahead; knowing what we are going to say instead of trusting to the inspiration of the moment. It means sitting up late at night, figuring out ways and means whereby we can be of real service to our customers. It means hang on, hump and hustle; aspiration, determination and perspiration; first, last and all the time; now and forever!

Remember that three-eighths of an inch!

Worcester Office Quota Dinner

We regret that lack of space in the June "Standard" would not permit inserting the accompanying photo of the Worcester Office Quota Dinner on April 24th.

F. L. Gallup, Manager of the Boston Office, was among "those present" and rendered a stimulating sales talk.

Among those present were: No. 1—A. R. Smith, Manager Worcester Office; No. 2—F. L. Gallup, Manager Boston Office; No. 3—Miss G. A. Crowley, Office Manager Worcester Office; No. 4—R. W. Fitzpatrick, Cashier, Boston and Worcester Offices; No. 5—Miss E. K. Sullivan; No. 6—Miss M. A. Faucher, Stenographer; Guests—Important Mfrs.; No. 7—F. C. Salisbury, Salesman Worcester Office; No. 8—A. J. Fartin, Foreman Service Department Worcester Office; No. 9—T. J. Hickey, Service Worcester Office; No. 10—F. I. Crocker, Salesman Boston Office; No. 11—F. B. O'Malley, Service; No. 12—C. H. Brown, Delivery Worcester.



SCHOOL DEPARTMENT

Maine Girl Wins Highest Royal Award

Miss Leah E. Freeman, of Rockland, Me., Awarded Royal Typewriter—Presented by Superintendent Hull of Rockland

Miss Freeman of the Rockland High School, Rockland, Me., won a Royal typewriter last month by writing 90 net words per minute for 15 minutes with only 3 errors. This is an exceptionally fine record—one of the best we have received from any high

teacher, kindly consented to tell us something about the way she gets such remarkable results. We are pleased to reproduce it in this month's Standard.

She, as you will note, has set a certain standard for her students; and

ing from their reports, are making a special effort to follow up all tips to see whether or not they result in sales.

Every manager should impress upon his salesmen the benefits they can derive from this department and the necessity for their close and hearty co-operation with the Employment Manager in her efforts to make it easier for them to "get the order" by placing Royal Boosters in their territory. This will prove a vital factor in securing both commercial and school business.

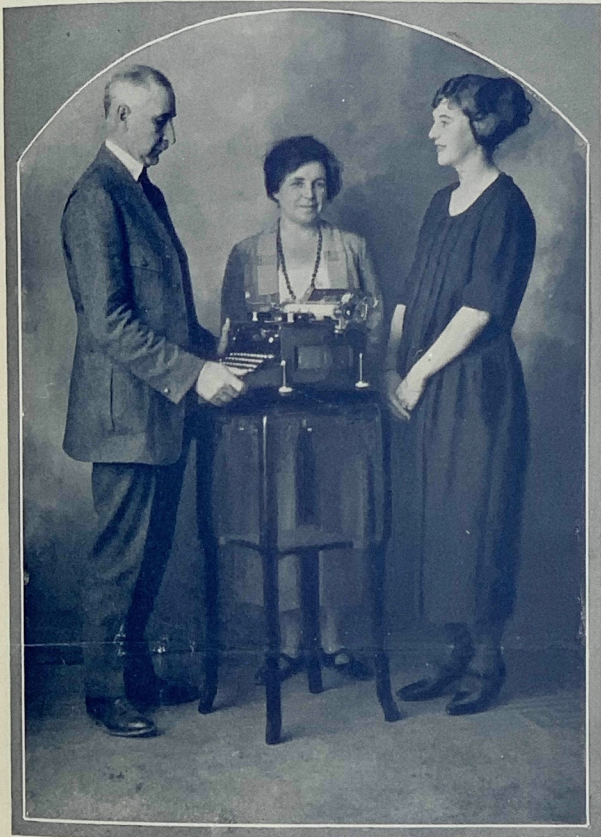
Too much emphasis can not be placed upon the importance of the services rendered by our Employment Departments.

A. M. STONEHOUSE.

- | | |
|-----------------|----------------|
| 1 New York | 7 Cleveland |
| 2 San Francisco | 8 Pittsburgh |
| 3 Chicago | 9 Philadelphia |
| 4 Kansas City | 10 Boston |
| 5 St. Louis | 11 Buffalo |
| 6 Washington | 12 Dallas |
| | 13 Minneapolis |
| | 14 Toledo |

Another State Championship Won on the Royal

The State High School Typewriting Contest which was held at the Aberdeen Normal School, Aberdeen, South Dakota, last May, was won by Miss



Left to Right: Harry C. Hull, Supt. of Schools; Mrs. Lena K. Sargent, Teacher of Typewriting and Miss Leah E. Freeman, Winner of the Typewriter

school student so far this year. Royal was presented to Miss Freeman at the graduation exercises by Mr. Hull, Superintendent of the Rockland school.

Miss Sargent, the typewriting

it is very interesting to us to see that they, by following her instructions, have been able to measure up to this standard; and we wish to congratulate her and her students on the good results attained.

Training Successful Typists

A Little Different Way of Doing the Same Old Things

By Lena K. Sargent, Director Commercial Dept., Rockland High School

I believe that the secret of any teacher's success lies in her personality, together with the amount of enthusiasm and interest which she arouses. All the textbooks in the world cannot do as much to increase the speed of a student as a teacher whose personality is such that she can arouse enthusiasm and capture the interest of the student from the moment he enters the room and holds that interest and enthusiasm during the entire period.

A little different way of doing the same old things, new ideas, competitive classes, sometimes introducing an element of play in what would otherwise be a dull period, all contribute toward that final goal—success. O'

course typewriting requires constant practice and the teacher should make it so attractive that her students will look forward to that period as the pleasantest part of the day's work. Besides putting in all the time they get in school, advanced students rent machines in order to work at home.

I read in a recent Gregg Writer that a teacher in New York had a class of 87 per cent. winners of awards, which was considered a remarkable record. I have 125 students in typewriting; they have won 225 awards. Each has one award, while others have awards from four companies. One of my requirements is that each student shall pass the 40-word test on all the different makes of machines.

regret very much that reports were not received in time to show this in the June number of the Standard.

Our Employment Managers, judg

President Mincer Praises "Royal"

Shortly after Salesman DeMott of the Metropolitan Sales Department sold a "Royal" to Arthur Mincer, Incorporated, the Metropolitan Sales Manager, R. C. Robinson, received the following letter from President Mincer, which is such a splendid tribute we feel we should pass it along to the rest of the sales organization:

Service Department Contest for May

DIVISION NO. 1

Cincinnati in First Place

Mr. Sheridan and his Cincinnati crew slipped one over this month. After hovering between sixth and tenth place for several months, Mr. Sheridan finally decided, as we expected he would, that a place in the limelight looked pretty good — with the aforesaid result.

Once again the State of Ohio felt it was time for a landslide—and Mr. Sparks and his Cleveland force managed to nose out St. Louis and take second place.

Our congratulations also to Mr. Appel, who brought St. Louis in third.

Below is the list of offices of the First Division, in the order of their finish for May:

- 1—Cincinnati 4*
- 2—Cleveland 5*
- 3—St. Louis 4*
- 4—Baltimore 3*
- 5—Washington 5*
- 6—Boston 5*
- 7—Chicago 5*
- 8—Philadelphia 3*
- 9—Los Angeles 2*
- 10—Portland, Ore. 2*
- 11—Louisville 2*
- 12—Hartford 3*
- 13—San Francisco 1*
- 14—Kansas City 2*
- 15—Buffalo 1*
- 16—Minneapolis 1*
- 17—Atlanta 1*
- 18—Detroit 1*
- 19—New York
- 20—Indianapolis 2*
- 21—Dallas

DIVISION NO. 2

Milwaukee Leads for May

Milwaukee office continued its progress clear to the top this month, after bounding from thirty-first place in March to ninth in April. Congratulations, Mr. Doepeke!

We want to make special mention of Mr. Dalton, foreman of our Newark office, who ran a good second, and was right on the heels of No. 1. Newark

has been playing the role of cellar champion for some time, and Mr. Dalton deserves a lot of credit for running up into second place the first few months he has had charge of the office.

Mr. Anderson, of Bridgeport, took third place, and we want to congratulate him, as he seems to have taken a toe-hold on honor positions.

The following are the respective standings of the Second Division Offices for May:

- 1—Milwaukee 3*
- 2—Newark 2*
- 3—Bridgeport 5*
- 4—Oakland 2*
- 5—Columbus 3*
- 6—Scranton 3*
- 7—Springfield, Ill. 3*
- 8—Davenport 3*
- 9—Youngstown 4*
- 10—Albany 4*
- 11—Providence 1*
- 12—Springfield, Mass. 3*
- 13—Norfolk 2*
- 14—Fort Worth 1*
- 15—Des Moines 1*
- 16—Allentown
- 17—Kalamazoo
- 18—San Antonio
- 19—Denver 3*
- 20—Akron 1*
- 21—Rochester 2*
- 22—Fresno 2*
- 23—Memphis 1*
- 24—Harrisburg 3*
- 25—Seattle 1*
- 26—Texarkana 3*
- 27—Erie
- 28—Little Rock 1*
- 29—St. Paul
- 30—Waterbury
- 31—Omaha
- 32—Richmond 1*
- 33—Worcester 2*
- 34—Bangor
- 35—New Haven 2*
- 36—Peoria 1*
- 37—Toledo 1*
- 38—Grand Rapids 1*
- 39—Springfield, O. 2*
- 40—Birmingham 2*
- 41—Jacksonville 1*
- 42—Wichita Falls
- 43—Syracuse
- 44—Rockford
- 45—Duluth 1*
- 46—Houston 3*
- 47—Portland, Me. 1*
- 48—Waco
- 49—South Bend
- 50—Tacoma
- 51—Binghamton
- 52—Evansville 1*
- 53—Johnstown
- 54—Sioux City
- 55—Charleston 1*

Care in Making Deliveries

By Julius Schillinger, Asst. Sales Mgr.

Foremen should take a personal interest in the manner in which typewriters are handled in the delivery room, on the street and in placing them on desks in offices. Every mechanic knows that an unusual jar or strain can throw any piece of mechanism out of adjustment, yet typewriters are handled with as little care, generally speaking, as a wheel barrow.

Very often the foreman is annoyed by a repair call on a machine that has just left his bench. He knows that when he last saw it it was in the pink of perfection. He cannot understand why a call should be put in for an adjustment. In many cases he assumes that the operator is fidgety or that the salesman is a crank or something worse. If such calls are checked up, it will be found that in fully nine-tenths of the cases, the delivery boy has knocked it out of adjustment in handling.

There is enough abuse indulged in, unconsciously and unnecessarily, by the boys who deliver machines personally, but there is just as large a proportion of misuse chargeable to the men who operate trucks. In some of our larger branches trucks are in use and here is where the typewriters come in for a wonderful experience.

"For gaining success, my rule is 'stick, dig and save.' Love work. Possess ideals."
—Chauncey M. DePew.

"Things do not happen in this world. They are brought about."
—Will H. Hays.

"Dear Sirs:

"I must say the Royal Typewriter Company and everybody connected with it are on the job.

"Monday afternoon of this week we decided to purchase a new typewriter, and decided to try your machine. We telephoned your office for a salesman to call Tuesday morning, and the deal was closed that morning. The machine was delivered this morning, and we are elated over the beautiful work it is doing, and feel it must be somewhat of a compliment for a man to be associated with your firm.

"We want to take this opportunity, not only to voice our pleasure at having installed a "Royal," but at the same time to let you know that we consider your Mr. DeMott a real salesman. He put over the sale for one machine yesterday in an extremely businesslike manner and with despatch, and followed up his good work by being on the job when the machine was delivered this morning, and remained to see how the work was turned out, and went further by influencing us in a most diplomatic and salesmanship manner to make our office a complete "Royal Office"; he put over selling us two more machines this morning.

"While we had no intention of purchasing more than one machine, I hardly feel we will have cause for regret, for your new model is turning out beautiful work, and the girls have already become Royal boosters."

Very truly yours,

ARTHUR MINCER, Inc.

(Signed) Arthur Mincer, President.

AM:SB

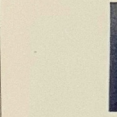
STANDING OF EMPLOYMENT DEPARTMENTS

Below is the standing of our Employment Departments for May. We

Royal Dealers 100% Club

Twenty-seven dealers made 100 per cent. records for the six months' period ending June 30, 1923. This means that the Royal dealers greatly exceeded their sales volume for this period over last year.

Among the new dealers to have joined the Royal organization within the last year and have made especially good records are: S. W. Grant, Beaumont, Texas; B. M. Gragg, Pittsburg, Kansas; Fentress-Kirkpatrick, Nashville, Tenn.

1-BENSON
Canton, Ohio2-ANDERSON
Anderson T. W. Co.
Pasadena, Cal.3-HANKROFT
York, Pa.4-HEISER
Casper T. W. Co.
Casper, Wyo.5-CANTOR
Bristol Typewriter
Co.
Bristol, Va.7-CROUCH
Temple, Texas9-GRAGG
Pittsburg, Kan.11-GRANT
Grant's T. W. Ex.
Beaumont, Texas6-COFFEE
Copley Off. Eq.
Williamson, W. Va.8-DAVIS
Colorado Springs,
Colo.10-HARTSOCK
Graham & Wells
Corvallis, Ore.12-HAPPY
Mayfield, Ky.13-HURRAH
Home Office Supply
Co., Welch, W. Va.15-GAFFANEY
Office Specialty Co.
Fargo, N. D.17-PAYNE
T. H. Payne Co.
Chattanooga, Tenn.19-FOUND
Found & Moore Co.
Charlotte, N. C.14-LUX
Logansport, Ind.16-PATTY
Austin, Texas18-PAXTON
Paxton T. W. Co.
Bloomington, Ill.20-PRIOR
Trenton, N. J.21-KEATING
Pueblo T. W. Ex.
Pueblo, Colo.23-SMITH
Parkersburg, W. Va.25-SPIECE
Bucyrus, Ohio27-STORR
Raleigh, N. C.22-ROOF
Tampa, Fla.24-BARRIOS
So. T. W. Co.
Shreveport, La.26-SATTER-
THWAITE
Standard T. W. Co.
Reading, Pa.

DEALERS M.A.D. FOR JUNE

The following dealers have made the Dealers Royal M.A.D. for June:

1-GAFFANEY
Fargo, N. D.2-BENSON
Canton, Ohio3-ROWE
Parkersburg, W. Va.

"Many a man gets a chance because of his loyalty. Integrity, industry and loyalty open the gate to success."

—Samuel Untermyer.

"There is no drudgery in work if there are interest and enthusiasm."

—Joseph G. Cannon.

"The Boss offered me an interest in the business today."
"He did!"
"Yes. He said that if I didn't take an interest pretty soon, he'd fire me."

PAXTON'S "TYPEWRITER STORE ON WHEELS"

The Paxton Typewriter Company, our dealers at Bloomington, Illinois, have just put into service a new splendidly designed typewriter truck. This truck, pictured below, is one of the finest pieces of equipment that has been our pleasure to see.

Mr. Paxton's letter which accompanied the photos tells the story so well we are publishing it as received. "We are enclosing, herewith, a picture of the realization of one of our dreams. We believe this is the only typewriter truck of its kind in existence and we feel that we are going to greatly increase our typewriter business by means of it."

Our Mr. J. W. Paxton took it out on the country territory for its first trip on June 5th at noon, and returned on the 8th, selling about \$700 in new and used machines and repair work. He sold four new Royals, three old machines—or used—put two new ones on trial and brought to our store about \$75 in repair work, leaving substitute machines.

We believe our idea is right in having a typewriter store on wheels, as we find that people have a selection of machines from which to choose and the fact that we are able to deliver a new machine at the time of sale is a decided factor in closing a deal. We expect to have post cards made of this cut and intend sending them out as advance guards to the business men in the small towns, as we have a complete mailing list of these.

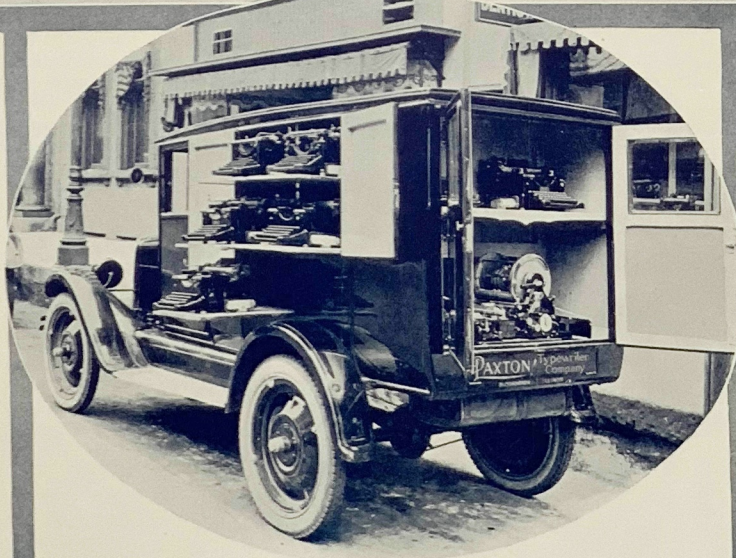
The typewriters are fastened on by means of clamps closed by a small lever on the underneath side of the sliding shelves, which hold the machines securely and make it convenient for taking a machine into an office. The opposite side of truck is the same as shown in the picture and machines are displayed the same on both sides. The shelf in the rear is placed so that new machines without covers are very conspicuous. This shelf in rear is removable and six new Royals can be placed in this compartment, boxed as they come from factory, so the purchaser is assured of a brand new machine and can see it unpacked. A total of eighteen machines of standard makes can be carried—not including four or five Coronas, which can set back of machines on the sliding shelves. The chassis is a Chev-

rolet and every precaution was made in the building to make it comfortable for the driver.

The comments we have received on this truck have convinced us that the advertising we are receiving alone is

worth much. We might state that we are equipping a small compartment for carrying an assortment of ribbon and carbon paper, which help to pay travelling expenses and make prospects and customers."

Mr. G. Noble Paxton is standing at door—Mr. Warren Paxton seated in truck. The Royal organization extends its compliments to the Messrs. Paxton on their handsome and efficient "typewriter store on wheels."



HABERLE EXCEEDS QUOTA

During May Mr. Frank Haberle of the Dealers' Department, in charge of the dealers in the Northeast won the signet ring, having reached over one hundred per cent. of the increased quota assessed against his territory.

This notice should have appeared in the June "Standard" and feel that Mr. Haberle should receive special mention of his achievement, especially in view of the fact that his business during the month of May was fifty per cent. greater than the monthly average for this territory in the year 1922, which shows the results that are sure to follow conscientious and consistent hard work towards assisting dealers in developing their territories so that all may take due advantage of the ever growing possibilities of the "Royal".

THE ROYAL MAKES FRIENDS

When the Royal gets there it stays there, and many, many users hold on to their Royals for sentiment's sake long after the usual trade-in period for a typewriter is past.

Here's one who gave up his old Royal after a struggle, to replace it with a new one, and who tells our dealers, the W. A. Beach Printing Company of Sioux Falls, South Dakota, all about it in the form of a testimonial:

"Gentlemen:

"Our new Royal was received this morning, and we certainly think it was worth waiting for. As you know, we have used a Royal in our office for many years past, and know that they will stand up under the severest abuse.

"The old machine has now been crated and we await your pleasure as to its disposition. For sentimental reasons we would like to keep the old relic around just to see how many years it would take to completely demolish it but we know that the new one will perform better for us.

"Some day, when we have the time, we are going to write a testimonial for the Royal that will surpass all of our previous efforts along that line, and when we do—

Very truly yours,
SIBERZ BROS. & CRAIG, Inc.
(Signed) C. C. Coffey,
Assistant Secretary,
Tulare, S. D."

ROYAL POSTERS IN FOREIGN FIELD

Masterpieces of Poster Art Help Sales by Building Prestige

By T. T. MALLESON, Foreign Director

In calling your attention to the two new posters, pictures of which are being shown on this page, together with those which have already been sent you, we think it may be helpful to our friends abroad to discuss the subject of the use of posters from the viewpoint of our own experience and observations.

Fourteen years ago when the Royal Typewriter Company first entered the market in the face of firmly established competition of long standing it inaugurated a world wide poster campaign which introduced its prod-

pieces of art work with which we now supply our dealers, we think that it is reasonable to say that a poster advertising campaign today will bring even greater and more satisfactory returns than those of the past. The merits of the Royal Typewriter are now known to buyers throughout the entire world, and the task of our posters is merely to keep before the buying public the name of our product and the name of the dealer who is handling its sale in the territory in which the poster appears. The beautiful blending of colors and the exqui-

vertising is that poster advertising is usually not as expensive and that the appearance of the advertisement can be kept attractive at a nominal cost by replacing old posters with new ones at frequent intervals. In addition special efforts can be put forth during the more favorable climatic seasons of the year when the public in general spends most of its time out of doors.

In order to properly appreciate the value of posters it may be advisable to draw upon your own experiences and analyze your thoughts in connection with merchandise other than the

every day and in every land. It proves that posters do help sales substantially because our attitude toward a certain product makes us an easy buyer or a hard buyer as the case may be. You can see from this, how your own salesmen will be assisted by your wide spread continuous poster campaign.

Creates Lasting Impression

Such campaigns also have a cumulative value due to the fact that whenever your prospective buyer has your type of product brought to his atten-

out the advantage of using prominently located sign boards and building walls since you will, of course, select such sites as will command the attention of the largest number of prospective customers. Railway stations and other places where people assemble in numbers should therefore receive first preference. Your own good judgment will certainly guide you in this respect.

Inventory Important

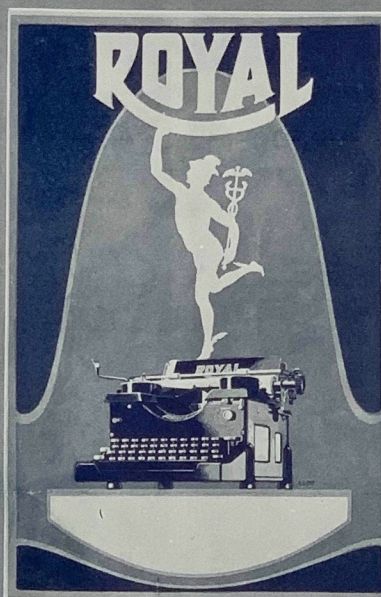
After you have made your definite arrangements for the poster program



4 Sheet Royal Sphinx Poster



1 Sheet Royal Girl Poster



1 Sheet Royal Mercury Poster



4 Sheet Royal Girl Poster

The above are black and white reproductions of the "Royal" posters. The best artists and lithographers in the country were engaged to produce them. The posters are beautifully rendered in from ten to twelve colors and they present a beautiful appearance from a distance as well as close by.

uct to the buying public. This program quickly established for us a prestige which was extremely helpful to the Royal salesmen and materially assisted us in building up a volume of sales which would otherwise have taken long years of personal efforts to establish. Our prospective customers seeing these Royal posters in all sections of their territory were soon convinced of the importance of our Company and were ready to do business with us because of their confidence in our responsibility and progressiveness. In order to accomplish this result it was necessary to put forth consistent efforts without intervals of interruption so that the buyers would not form the opinion that our entrance into the typewriter field was a temporary one. It would have been fatal to our future interests had we advertised only for a short while and then discontinued our efforts along these lines.

Masterpieces of Art Work

When we consider the circumstances under which these original posters were used, and when we compare them with the beautiful master-

site art work establishes in the mind of the prospect a conviction of quality which reflects on the dealers company as well as on our own and on the Royal typewriter itself. The present day posters which we are using are more than attractive—they are strikingly impressive.

Help Sales by Building Prestige

In order to properly understand the reason for the success of such a program, it may be well to consider for a few moments the function of poster advertising and the manner in which it influences prospective buyers. Poster advertising really occupies in the advertising field a position between that of newspaper advertising and permanent painted signs. It has the same characteristic of the former in that it appeals to a large number of prospects, and is, in some respects, superior to newspaper advertising, in that it can be carried on in every section of the territory simultaneously, whereas, at times, newspaper advertising is confined to special localities and to certain classes of readers. The advantage over permanent sign ad-

vertising is that poster advertising is usually not as expensive and that the appearance of the advertisement can be kept attractive at a nominal cost by replacing old posters with new ones at frequent intervals. In addition special efforts can be put forth during the more favorable climatic seasons of the year when the public in general spends most of its time out of doors. In order to properly appreciate the value of posters it may be advisable to draw upon your own experiences and analyze your thoughts in connection with merchandise other than the

tion either by competitive salesmen; by competitive advertising; or in any other way, he quite naturally recalls your poster, and this many times prevents him from buying from your competitor, and induces him to communicate with you and try the Royal. In other words, it is the kind of advertising that remains in his mind and impresses him anew every time your class of product is thought of.

I specially noted in my recent visit to the various European markets that those dealers who kept up a continuous poster campaign throughout their territories were the dealers who consistently showed increases in their sales and profits. This is conclusive proof of what can be accomplished by such a program, and proves too that results can be obtained even when conditions are not entirely favorable.

With these thoughts in mind we urge upon you the advisability of at once planning your program for a continuous poster advertising campaign and of making immediate arrangements to secure the necessary spaces on which to show these posters. We hardly feel called upon to point

we suggest that you take an inventory of your present stock of this class of advertising material and then send us an order to cover your requirements for the immediate future.

We urge you to study these facts carefully. Make the necessary arrangements now so as to be ready for reviving business. Enlist the assistance of the strikingly impressive Royal posters in developing new business. The increase in your sales will certainly prove the wisdom of your investment.

There is a world wide improvement in conditions, and all signs point to an even better future. This is the time for you to put forth your strongest efforts so that you and we may receive our proper share of the typewriter business in your territory.

T. T. Malleson

THE ROYAL M. A. D. CLUB NOW HAS 116 MEMBERS

We have listed the M. A. D. roll below under the offices to which the men belong. The names with the asterisk before them are repeaters for June.

THE NEW M. A. D. MEMBERS FOR JUNE



1—WHITEMAN
Harrisburg



2—PATTERSON
Johnstown



3—RICHTER
Washington



4—HAMIL
Chicago



5—CHAFFA
New York



6—PEARSON
San Francisco

AKRON

*L. J. Michel

ATLANTA

J. W. Mann
W. H. Courtenay, Jr.

BALTIMORE

J. C. O'Keefe
J. A. Durston
E. G. Dodge

BOSTON

E. A. Raphael
F. L. Gallup
I. C. Barlow
F. A. Smith
F. I. Crocker
H. E. Burton
R. M. Harvey

BUFFALO

H. H. Nunamaker
C. M. Pillow
R. E. Ward

CHICAGO

E. J. Goldblatt
H. Nuhn
P. S. Jones
*J. M. Roberts
J. C. Laborence
E. H. Johnson
A. J. Redding
R. C. Goldblatt
*H. P. Sutton
*W. B. Larsen
B. P. Hamil

CINCINNATI

G. C. Kinnamon
C. J. Bailey

CLEVELAND

E. F. Hancock
W. C. Rodgers
C. C. Koch
W. H. Peate
G. R. Hatcher

COLUMBUS

L. D. Teeters

DALLAS

J. H. Kennedy
P. H. Billman

DAYTON

*O. P. Gilmore

DETROIT

R. M. Wagner
R. B. Fuller
W. L. F. Hosford

*E. H. Benson
Canton, Ohio
T. N. Prior
Trenton, N. J.
G. L. Larkin
Utica, N. Y.
H. C. Schumacher
Glendale, Cal.

W. H. Scott
Macon, Ga.

FRESNO

H. H. Tomkinson

GRAND RAPIDS

C. D. Walker

HARRISBURG

W. C. Whiteman

HARTFORD

*H. F. Brainerd
J. L. Cook

INDIANAPOLIS

W. F. Teer

JOHNSTOWN

T. M. Patterson

KANSAS CITY

*P. W. Jones
J. H. Noland

LOS ANGELES

*J. M. Agnew
T. M. Duffy
M. F. Brewer
W. C. Boswell
G. L. Smith
R. M. Devin

LOUISVILLE

*J. T. Wellman

MILWAUKEE

A. F. Lines

MINNEAPOLIS

F. B. Thorne

NEW ORLEANS

W. J. Creger

NEW YORK

*C. W. Knox
J. J. Freund
*D. J. Allingham
H. W. VanNess
*G. M. Guest
R. C. Robinson
*T. M. Gleason
A. C. Wiles
C. K. Freund
*H. W. DeMott
*W. B. DeRango
*J. Schwartz
C. Schnirring
R. D. Yates
G. N. White
N. Sykes
C. C. Waters
R. B. Brandes

DEALERS

*J. E. Gaffaney
Fargo, N. D.
H. J. Roof
Tampa, Fla.
R. A. Rehm
Albuquerque, N. M.
J. J. Flynn
Jamestown, N. D.

NEW YORK—Cont.

H. J. Fuchs
N. B. Boulware
E. J. Matthews
R. R. Chaffa

OAKLAND

C. Salbach

OMAHA

A. H. Coffin

PHILADELPHIA

J. W. Turner
J. Hancock
I. J. Gough
H. K. Goslin
W. A. Cox
L. A. Dunn
E. V. Sherry
W. W. Hepburn

PITTSBURGH

*M. V. Miller
J. C. Kemmer
A. E. Hanna

PORTLAND, ORE.

G. D. Roe

PROVIDENCE

E. D. Crandall

ROCHESTER

J. F. Humphreys

SAN FRANCISCO

C. H. Billington
D. B. Starrett
T. N. Colwell
J. C. Deardorf
Paul E. Pearson

SPRINGFIELD, MASS.

L. B. Behan

ST. LOUIS

G. G. Ralls
L. G. Davidson
D. M. Elliott
L. F. Reynolds
G. M. Davis
*H. E. Shifflette

ST. PAUL

J. R. Ronicker

TOLEDO

C. H. Essex

WASHINGTON

H. L. Rudnick
S. E. Richter

WORCESTER

A. R. Smith

S. W. Grant
Beaumont, Tex.
G. N. Paxton
Bloomington, Ill.
H. Tuell
Chattanooga, Tenn.
H. G. Fentress
Nashville, Tenn.

H. Rowe
Fairmont, W. Va.

CANADA

Royal Typewriter Co., Ltd.

W. A. Maclean, Montreal
T. G. Lewis, Ottawa

J. S. Dunn, Montreal
W. E. Collier, Toronto

FOREIGN

Visible Writing Machine Co., Ltd., London

H. D. Ebbutt
F. Tree

H. Jones
H. W. D. Buckeridge
C. Salter

J. Harrison
L. V. Smyth

Note: The name of Mr. G. N. White, of the New York City Sales Force, was omitted in error from the Machine A Day Club roll in the May and June "Standards." Mr. White is one of our Charter Members, and we extend our apologies.

STANDING OF THE BRANCHES END OF JUNE, 1923



1—MICHEL
Akron



2—WHITEMAN
Harrisburg



3—PATTERSON
Johnstown



4—LARSEN
Chicago



5—KENNEDY
Dallas



6—ROBINSON
New York



7—RALLS
St. Louis, Mo.



8—BRAINERD
Hartford



9—STARRETT
San Francisco



10—CASHMAN
Washington, D. C.

Sales Standing

1—Akron	26—New Orleans	51—Evansville
2—Harrisburg	27—Omaha	52—Little Rock
3—Johnstown	28—Buffalo	53—Scranton
4—Chicago	29—Springfield, Mass.	54—Wichita Falls
5—Dallas	30—Cincinnati	55—Atlanta
6—New York	31—Boston	56—Allentown
7—St. Louis	32—Denver	57—Toledo
8—Hartford	33—Louisville	58—Albany
9—San Francisco	34—Pittsburgh	59—Davenport
10—Washington	35—Indianapolis	60—Newark
11—Dayton	36—Rochester	61—Fort Wayne
12—Baltimore	37—Grand Rapids	62—Jacksonville
13—Oakland	38—Philadelphia	63—Youngstown
14—Los Angeles	39—Bangor	64—Fort Worth
15—Bridgeport	40—Worcester	65—Memphis
16—New Haven	41—Seattle	66—Charleston
17—Kansas City	42—Detroit	67—Des Moines
18—Portland, Me.	43—Minneapolis	68—Peoria
19—St. Paul	44—Springfield, Ill.	69—San Antonio
20—Cleveland	45—Fresno	70—Seattle
21—Portland, Ore.	46—Milwaukee	71—Springfield, O.
22—South Bend	47—Rockford	72—Waco
23—Birmingham	48—Providence	73—Norfolk
24—Columbus	49—Houston	74—Duluth
25—Erie	50—Richmond	

INSPIRATION

"There can be no great and lasting work without inspiration," wrote the famous Ralph Waldo Emerson.

This statement is recognized as one fact. As we view the great works of masters we feel that the spark of inspiration was really the reason for the lasting qualities.

No man can succeed fully on his job unless he is inspired. Inspiration will send a man further than any other one thing. Those inspired know no bounds. And it is really the in-

spired ones who have made progress in the world.

Inspiration is not a thing apart from every man. Each of us has some spark of inspiration if we will but recognize it. Inspiration may not drive us all in the same direction, but nevertheless it will drive.

Find out in what direction the driving power of your particular inspiration is and then follow its impulses for you will travel farther and at a more rapid rate.—Delco Doings.